



It's not easy designing something this simple

The new Lexus GS

Shaped by a whole new design philosophy

'How do we build this?' Outside the rarefied world of the concept car, that question has always been a major influence in dictating a car's ultimate shape. But now Lexus has challenged traditional thinking by asking an entirely different question: 'How do we create what drivers want?' And what we've come up with is not just an answer, but a whole new design philosophy. Known as 'L-Finesse', our new philosophy has three guiding principles: Incisive Simplicity, Intriguing Elegance and, lastly, Seamless Anticipation.

The new Lexus GS is the first ever Lexus to turn these principles into reality.

L-Finesse draws from Japanese culture and design iconography. But it's not about merely mimicking things on the surface, as Kengo Matsumoto, the General Manager of the Lexus Design Division, explains. 'L-Finesse involves looking carefully at Japanese ways of thinking, and utilising them in a way that appeals on a global level.'

So 'Incisive Simplicity' isn't just about simplification. It's a uniquely Japanese way of accommodating apparently opposing concepts of simplicity and complexity. The new Lexus GS is far from minimalist in what it has to offer, yet its pure lines are the epitome of simplicity and economy. It's what the designers like to call the dynamics of contrast, and what the rest

of us would perhaps call impressive understatement. It's a reflection of the way the concept of luxury has changed profoundly in recent years. Flamboyance, opulence and elitism are no longer desirable or admirable. Now luxury is focused on personal satisfaction, not one-upmanship. It's not something to be

shouted about, but something intriguing to be discovered over time. Or in other words, 'Intriguing Elegance'. Finally, 'Seamless Anticipation' is the basis of the way in which the new Lexus GS interacts with the driver. The hostess in the Japanese tea ceremony unobtrusively anticipates her guest's every need, in the same way the

Lexus GS does. As soon as you sit in the driver's seat, the premium wood finishes, polished metal and leather detailing of the interior create the expectation of something special. Then, when you start to drive, the latest technology anticipates your needs and meets them—but so unobtrusively you're hardly aware of it. Yet you are being

protected from wheel spin by the new Vehicle Dynamics Integrated Management System of the Lexus GS430. Optional Adaptive Cruise Control is helping you to maintain a safe distance from the vehicle in front. The electronic power steering is adapting to your speed with Variable Gear Ratio Steering. And if the worst happens and an accident is unavoidable, the optional pre-crash safety millimetre radar will tighten the seatbelts and activate the airbags milli-moments before impact. That's brought us a long way from the Japanese tea ceremony, but close to the heart of what the new Lexus GS is all about.

Our whole new design philosophy may have shaped an entirely new concept in luxury motoring, but it's built on the thinking which has always been the inspiration behind Lexus. And it's the same thinking which has led us to win awards again and again for our customer service. We believe that whatever else has gone into shaping the Lexus GS, it's the person who gets behind the wheel who really matters.



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Model shown, Prices, Fuel consumption and CO2 emission information will be available April 2005.

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